

# THE BIG STORE SIEGEL COOPER & CO. 7th BIRTHDAY

## Show Days for Fall Millinery.

STRIKINGLY BEAUTIFUL FRENCH AND AMERICAN CREATIONS—  
BRILLIANT SCENES IN THE NEW SALON.

**I**N conjunction with the imposing displays of Foreign Hats we are holding a special sale of Paris model Hats and our own artistic adaptations. Interest to-day is naturally centering vividly in the Introductory Autumnal Displays, and it is modest to assume that New York never saw more lavish displays of beautiful Millinery. In fact, it is an assemblage of Millinery style queens of surpassing interest.

The Formal Opening Continues To-Morrow,  
**Thursday, Sept. 24.**

THE PARIS MODEL HATS, HAVING SERVED THEIR PURPOSE,  
ARE NOW MARKED AT

**\$15, \$20, \$25 & \$30,**

JUST ABOUT HALF OF WHAT THEY ORIGINALLY COST.

Our own very handsome creations, and, in many instances, precise copies of the high-priced French Hats, are marked

**\$5.00, \$7.50 and \$10.00,**

permitting the seeker in search of individualized Hat beauty to obtain such treasures of the millinery art as will become her face to the best possible advantage.



## Our New, Enlarged Shoe Store Is Doing a Wonderful Business.

Experience has taught thousands of people that they obtain the best shoe values at the Siegel Cooper Store. The best bargains are here. You can see them practically at a glance.

Everything is systematically arranged. For Thursday we offer, among many other specials, the following:

Men's \$3.50  
Shoes, **1.75**

PATENT COLTSKIN, WELT-ED SOLES; all sizes; several styles; ordinarily the workmanship alone would cost more than we ask for the finished Shoes, and we have plenty of them to supply everybody.

Included at \$1.75 are also a lot of black Box Calf Shoes with double soles, welted, in all sizes. Altogether, this is one of the best Shoe Bargains ever offered.

Women's \$2.50,  
\$3.00 and \$3.50  
Shoes, **1.45**

SAMPLE SHOES from one of the largest factories that make a specialty line of Women's Shoes. All this season's samples; all leathers and all styles in sample sizes, principally 3 to 5; with these we added a complete line of all sizes of a \$2.50 line of Patent Leather Shoes; you have your choice of either lot at, per pair, **1.45**

(Consolidated Shoe Stores, 2d Floor, East.)

## Women's & Misses' Gloves

Imported for Early Fall Wear.

**At 88c. a Pair.**

WOMEN'S PIQUE GLACE WALKING GLOVES, in white, black, tan and red; the correct shades; pretty combination embroideries on back; soft and pliable; all sizes.

**At 50c. a Pair.**

MISSSES' GLACE [GLOVES, two clasp, in tan, red, brown and white; all sizes, exceptional value.

(Main Floor, Front, 18th St.)

## Fine Oil Paintings.

A Very Important Sale Thursday.

We need more space in our Picture Gallery for new popular-priced Pictures which are arriving in great quantities for the Fall and Winter trade. So as to get the needed space immediately we have priced many Oil Paintings at one-third and even less than one-third their regular selling prices.

It's an unusual opportunity and one that will doubtless be taken advantage of by many. Among the Oil Paintings that are reduced are works by such famous artists as Alonzo Perez, Van Leemputten, Jimenez Rembold, Pollentin, and many other equally popular favorites.

Your Unrestricted Choice of  
These Oil Paintings; Special at, **50.00**

(Third Floor, Centre, 18th St.)

## Women's Eiderdown Garments.

An Exceptionally Attractive Advance Showing of New Styles  
And a Very Special Sale.

One of the strongest attractions in connection with this event is the littleness of the prices. A wealth of Eiderdown Garments for Fall and Winter. Ideal for comfort and each year becoming more and more popular. Some are plain, but generally speaking they have never been prettier. Because of this and their now widely recognized usefulness, they make very acceptable presents.

This year's opening sale is planned upon a very elaborate scale and totally exceeds last year's preparations. To-morrow's showing will represent the fact that

The Best Styles and Fabrics Obtainable Are Here  
In Broadest Selections.

Eiderdown Robes for Women as well as Misses and Children. Dressing Sacques, too. Completest assortments.

### Dressing Sacques.

WOMEN'S DRESSING SACQUES, of Wool Eiderdown, round collar, crocheted edge finish; all sizes and colors, **75c**

WOMEN'S DRESSING SACQUES, of Wool Eiderdown, crocheted edge finish round collar, prettily applied, **98c**

WOMEN'S DRESSING SACQUES, of fine Wool Eiderdown, crocheted edge finish, sailor collar, applied in black; all sizes and colors, **1.50**

WOMEN'S DRESSING SACQUES, of fine All-Wool Eiderdown, large sailor collar and kimono sleeve, trimming of stitched satin and silk frogs; all sizes and colors, **1.95**

WOMEN'S DRESSING SACQUES, of All-Wool Eiderdown, kimono sleeve and pointed collar and pocket, trimming of black satin, **2.50**

WOMEN'S DRESSING SACQUES, of All-Wool Eiderdown, excellent quality, made with large shawl collar and kimono sleeve, prettily applied in black and bound with satin, silk frogs, very attractive, **2.95**

WOMEN'S DRESSING SACQUES, of All-Wool Eiderdown, superior quality, large sailor collar and kimono sleeve, elaborate trimming of stitched satin and silk frogs, **3.75**

### Women's Bath Robes.

WOMEN'S BATH ROBES, of Wool Eiderdown, pointed collar and cuffs, satin trimmed, silk frogs and heavy girdle, **3.75**

WOMEN'S BATH ROBES, of Wool Eiderdown, fine quality, large sailor collar and kimono sleeve, pocket trimming of stitched satin, silk frogs and heavy worsted girdle, **4.25**

WOMEN'S BATH ROBES, of All-Wool Eiderdown, excellent quality, large sailor collar, prettily embroidered, kimono sleeve and pocket, silk frogs and heavy worsted girdle, **5.75**

WOMEN'S BATH ROBES, of All-Wool Eiderdown, large pointed collar, kimono sleeve and pocket, elaborate trimming of stitched satin and silk frogs, **7.00**

WOMEN'S BATH ROBES, of All-Wool Eiderdown, large pointed collar, kimono sleeve and pocket, silk frogs and heavy worsted girdle, **8.50**

WOMEN'S BATH ROBES, of All-Wool Eiderdown, superior quality, large shawl collar and flowing sleeve, elaborate trimming of satin embroidery and bias satin finish, silk frogs and heavy worsted girdle, **9.75**

(Second Floor, Centre.)

## Double the Usual Number of Sperry & Hutchinson Green Trading Stamps This Week Because of The Big Store's 7th Birthday Celebrations.

Remarkably attractive news because the collector of "S. & H." Green Trading Stamps is afforded such wonderful varieties of extraordinary bargains in superior seasonable merchandise. The continuance of the Store's 7th Birthday Celebrations means myriad rich and splendidly tempting inducements for the eager shopper. 76 complete specialty stores under one roof are exerting themselves famously.

## Impressive Fall Display of Beautiful French Lingerie.

Immense stocks of the daintiest and newest Parisian Undergarments for Women and Misses. We have the distinction of showing the greatest assortments in New York.

NIGHT GOWNS—Fine nainsook; prettily trimmed with lace, specially priced at **3.75 and 5.00**

CHEMISE—Fine nainsook; hand embroidered; lace trimmed; specially priced at **3.50**

DRAWERS—Fine nainsook; hand embroidered; lace trimmed; specially priced at **2.75**

(Second Floor, East, 19th St.)

## So-Carts and Baby Carriages.

A Sale of Extraordinary Interest.

A prominent maker of Baby Carriages, about to retire from business, let us have his entire stock at a loss.

Our buyer quickly took advantage of this excellent opportunity, knowing well no difficulty would be encountered in selling them rapidly, which we must do to make room for incoming Holiday goods. The prices have been made ridiculously low, as a glance at the appended list will attest.

Lot 1 consists of eight different styles of Go-Carts and Carriages. **5.00**

Lot 2 consists of fourteen different styles of Go-Carts and Carriages. **6.50**

Lot 3 consists of fifteen different styles of Go-Carts and Carriages. **8.50**

Lot 4 consists of fifteen different styles of Go-Carts and Carriages. **11.00**

In each lot all Carriages and Go-Carts have best steel gearing (enamelled), rubber-tired wheels, rubber hub caps, some are upholstered and others have beautiful lace covers on dainty parols.

(Third Floor, East, 19th St.)

## The Men's Store—Thursday

Special Offering.

Men's **AT \$8.50**  
Suits

A collection of handsome Autumn mixtures and neat designs—cassimeres and chevots. Also some "Double and Twist" fabrics.

The popular Black Thibets are well represented.

Both Single and Double Breasted Sacks.

NOTE—Not "leftovers" of a few seasons ago but new, fresh and stylish Men's Suits TO FIT EVERY BUILD OF MAN. (Main Floor, East.)

## Women & Children's Underwear

Decisive Bargains in Fall and Winter Weights.

WOMEN'S RIBBED COTTON VESTS—AND SIDE BAND DRAWERS (fleece); all sizes, **19c**

WOMEN'S MERINO AND PART WOOL VESTS AND DRAWERS; Natural and Cambré Hair colors; made to sell at 75c and \$1.00, **49c**

CHILDREN'S "ONEITA" COMBINATION SUITS; white and natural; 2 to 15 years; all sizes, made to sell up to 85c; at **39c**

WOMEN'S "ONEITA" COMBINATION SUITS; 80 per cent wool; in natural, white or black; all sizes; made to sell at \$2.25, **1.25**

WOMEN'S RIBBED MACO COTTON SILK EMBROIDERED LONG OR SHORT SLEEVE VESTS AND SIDE BAND DRAWERS; regular and extra sizes, **49c**

BOYS' FLEECE-LINED SHIRTS AND DRAWERS, all sizes, **26c**

(Main Floor, East of Theaters.)

## Purest Canned Foods

And Specials in Choice Groceries.

We were the first to warn the public of the scarcity of Food products and of advancing prices. Hundreds of purchasers flocked to the store since that announcement—buying eagerly. You might as well prepare for Winter exigencies. Prices are still advancing. But we prepared lavishly to meet the people's needs.

Every Staple Food and Delicacy at the Lowest Prices in Greater New York.

Mail Orders are given particular attention.  
Prompt delivery a specialty.

FOUNTAIN BRAND Tomatoes.	Corn.	Peas.
New packing, solid red ripe. Large can, <b>12c</b>	"Fountain" or "Orleans" brands, extra fancy Maine SUGAR CORN, Dozen, Can, <b>1.50 13c</b>	Our "Boy White" brand very fancy MARROWFAT PEAS, Dozen, Can, <b>1.40 12c</b>

H. & E. refined Standard GRANULATED SUGAR, 5-lb. ticon	Imported Groceries	IMPORTED LIMA BEANS
best, we do not handle Best Root Sugar, 5-lb. can, <b>24c</b>	SARDINES—"Barbours" extra fancy large bonneted French Sardines, packed in pure olive oil; magnificently 4-lb. c. 1/2, per can, <b>29c</b>	CHEESE—Fancy New York State Full Cream Cheese, per lb., <b>40c</b>

COFFEE—"Guadalupe"	MUSHROOMS	CHEESE—Fancy Imported Swiss Cheese, 1-lb. can, <b>25c</b>
blend of extra fancy Padang and Arabian Robusta, finest flavor, exquisite aroma, 5-lb. can, <b>\$1.00; 1-lb. can, 20c</b>	"Tinsler" brand, fancy "Champion" (Gibson), doz., <b>\$1.10; per can, 18c</b>	EXTRACT OF BEER—"Hick" brand, made from the finest malt, very nutritious 4-oz. jar, 75c; 2-oz. jar, <b>35c</b>

Crimps, per lb.,	8c	1 lb. can,	1.00	2-lb. can (12oz), per can, 2.00
<b>Asparagus.</b>		<b>Cherries.</b>		<b>Pears.</b>
High grade brand extra fancy California WHITE ASPARAGUS, large, tender spears.		Vassar brand California WHITE OXHEART CHERRIES.		Extra fancy New York State BARTLETT PEARS.
Dozen.	Large can.	Dozen.	Can.	Dozen.
3.25	28c	2.00	17c	1.25
				2-lb. can.
				11c

Asparagus.	Cherries.	Peas.
High grade brand extra fancy California WHITE ASPARAGUS, large, tender spears. Dozen, Large can, <b>3.25 28c</b>	Vassar brand California WHITE OXHEART CHERRIES, Dozen, Can, <b>2.00 17c</b>	Extra fancy New York State BARTLETT PEAS, Dozen, 3-lb. can, <b>1.25 11c</b>

tailized Corsican Citron, per lb. <b>1.00</b>	Gallon cans, doz. <b>1.90;</b> doz. <b>1.15; Full 8-lb. can, 1.15</b>	can. <b>1.50</b>
<b>PINEAPPLE</b> Johnson's orange Silver Forked Bal- cones, 10-lb. cans, 100 grated not sliced, but picked out with a fork. <b>25c</b>	<b>SPICES</b> —Thoroughly cleaned and sorted. <b>10c</b> per lb. (Ginger or Allspice, per lb. <b>25c</b> )	<b>PEAS</b> —"Genesee" brand, best, finest quality, 20 oz. can. <b>20c</b>
<b>HILL SATCH</b> —A foreign brand, 10-lb. cans, 100 for cold meats, etc. <b>1/2 lb.</b> per can. <b>25c</b>	<b>SPICES</b> —Best quality and variety of mixed spices for pickling, 10-lb. cans, 100 per can. <b>25c</b>	<b>PEAS</b> —"Genesee" brand, "Forest" brand, 20 oz. can. <b>20c</b>
<b>BAKING POWDER</b> — "Hinkley" brand, best quality Cream Soda Baking powder, 1 lb. can, 100 per can. <b>25c</b>	<b>IMPORTED ASPIC</b> —"Finard's" extra selected Aspic, per glass jar. <b>60c</b>	<b>PEAS</b> —"Genesee" brand, "Forest" brand, 20 oz. can. <b>20c</b>
	<b>PEARL HOMINY</b> —Best quality, 5-lb. cans, 100 per can. <b>25c</b>	<b>PEAS</b> —"Genesee" brand, "Forest" brand, 20 oz. can. <b>20c</b>

### men's Ready-to-Wear Suits

(Fourth Floor.)

## Why the Greatest Selling of Women's Ready-to-Wear Suits

Centres at The Big Store

There is nothing problematical about the situation.

It is easily understood why this Women's Suit Store has attained a popularity that has given it an international reputation. Every Siegel Cooper label in a garment is a symbol of satisfaction.

A visit to the Suit Section supplies impressive proof. The stocks are thoroughly representative.

They are excellently and conveniently arranged. They comprise up-to-date Suits of every desirable material. Every fashionable style, every size is here in greatest abundance. Nothing is lacking. Where

others buy dozens we purchase hundreds of Suits. Naturally this gives us a powerful purchasing prestige, and the customer profits correspondingly.

We invade the World's Best Manufacturing Markets

We lose no time in presenting the very newest styles and ideas. Every possible opportunity in the matter of advantageous purchasing is extended to our customers.

Exceptional offerings are made daily. And these are not to be duplicated elsewhere. The woman who comes here to purchase a Suit knows to a certainty that she will get precisely what she wants. And there is a world of satisfaction in that.

Thousands come to the Siegel Cooper Store daily, and thousands annually patronize the Women's Suit Section. We make no misrepresentations; we gain and hold the confidence of our customers; and we

are content to ask fair prices.

We are constantly offering Popular Suits in the Freshest Styles at prices ranging from \$10 to \$40. Among the special attractions for

o-morrow are:  
WALKING SUITS OF TWEED MIXTURES, in various colors. Blouse front effect. Military cloth collar and revers of contrasting shades. Neatly trimmed with fancy braid. Satin lined. Watteau plaited front and back; finished with straps of same material and buttons to match collar and revers. Nine-gore graduated flounce skirt, trimmed with straps and buttons. Handsome and well-tailored garment, **17.50**

WOMEN'S WALKING SUIT OF LYMANVILLE CHEV- IOT, in black, blue and brown. Blouse front, collarless effect; strapped seams; yoke trimmed with taffeta and fancy braid; coat half lined with good quality taffeta to edge of rever; full puff sleeve, with cuff of taffeta and fancy braid. Seven gore skirt with strapped seams, and plaited at bottom; a beautiful and well-tailored garment, **21.50**

